

## SMU settles creative and media pitch

PUBLISHED ON SEPTEMBER 16, 2014  
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Singapore Management University has settled both its creative and media pitch. The local university appointed Wild Advertising & Marketing as its creative agency of record for two years while ZenithOptimedia has bagged the media account. The agencies were both appointed following a pitching process.

The creative pitch saw nearly 10 creative agencies vying for the account and a final four was short listed. The other shortlisted agencies included DDB, M&C Saatchi and Publicis. The incumbents for the creative business are Wild Advertising, M&C Saatchi and Goodfellas but going forward the school wanted to consolidate the business under one agency.

The advertising direction will be to “reinforce SMU’s transformative undergraduate education in an increasingly competitive market, and position the University as a model of innovative learning and research excellence”, said the school in a press statement.

Meanwhile, incumbent ZenithOptimedia was also appointed for a period of two years. Marketing understands that the remit is a regional one and this is a part of its regular review process.

**Publication: Marketing Interactive**

**Date: 16 September 2014**

**Headline: SMU settles creative and media pitch**

“SMU is on the cusp of an exciting new decade as a game-changer in the tertiary education landscape. We found in Wild a creative partner who understands who we are and where we’re headed, and have the agility and commitment to help us achieve our objectives,” Alan Goh, vice president, corporate communications and marketing, SMU said.